

EXHIBIT 541

Quote

Advanced Equity Mining

Predictive technology. Precise offers.

The average vehicle owner keeps their car for around 6.5 years. But trade-ins peak right around a year and 4 months. That means many of your customers may be ready to trade sooner than you think. Quote helps you offer your best prospects attention-grabbing, personalized equity offers at your store and through email or direct mail.

REQUEST MORE INFORMATION

Quote accounts for up to 30% of new car sales

Customer-Personalized Offers

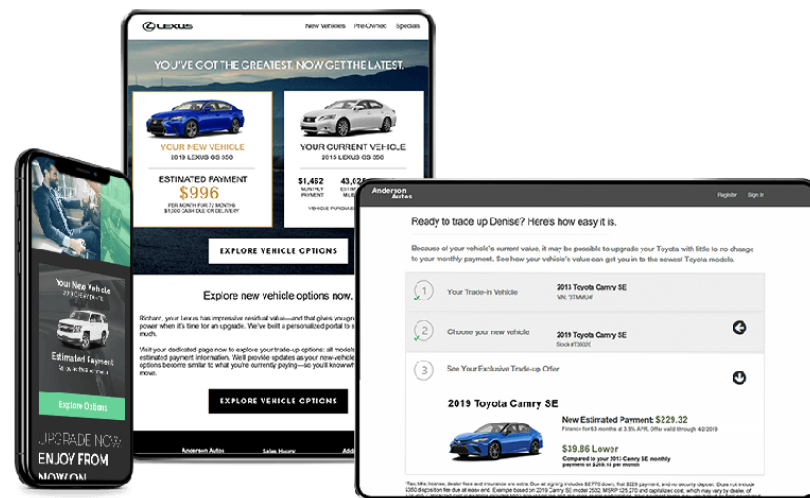
Maximize every sales opportunity by sending hard-to-resist equity offers featuring vehicles in your current inventory

Customizable Customer Portal

Offer customers a personalized web portal to swap inventory, change payment options, and contact the salesperson regarding their offer

Robust 700Credit™ Integration

Convert more service customers by generating accurate equity handouts through 700Credit integration



Compelling Equity Offers

Engage your entire customer base: run automated emails for current owners who aren't visiting for service, owners who rely on you for service, and more

Drive repeat sales with a customized, single-sheet equity analysis

Generate offers based on DMS, Black Book[®], Edmunds[®], and Affinitiv proprietary data

Launch email quotes to individual customers on demand—marketing communications with quotes generate a 50-75% increase in response rates

- Utilize service-only customer conquest data to deliver estimated offers to those with unknown payoff information

Provide accurate payment estimates—without the risk of affecting a customer's credit score—through seamless integration with 700Credit QuickScreen

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AI-Based Functionality

Customize your workflow to suit your store's needs: implement processes for in-drive equity mining, sales BDC, automated drip marketing, and on-demand print and email

View everything you need to close the sale on the easy-to-use, yet comprehensive Sales and Service Ledgers

Identify your best opportunities with our proprietary Trade Prediction Score—its AI-driven scoring functionality is proven to pinpoint prospects with 10x higher purchase rates

Ensure your customers only receive offers for vehicles in your current inventory with data-search buyer matching

Customer	Vehicle	Trade Prediction Score	Quote	Payment	Est. Miles	Last Action
ORAMIAN ANNETT	2019 Lexus ES 350 Base 4D Sedan	80	Loan → Loan ▼ \$120.83	\$567.29	21,692	
KAYLA TUCKER	2014 Lexus ES 350 Base 4D Sedan	80	Loan → Loan ▼ \$177.66	\$875.85	108,247	
KEVIN BURKE	2013 Lexus LX 570 Base 4D SUV/AWD	80	Loan → Loan ▼ \$793.56	\$1,758.01	87,101	
SHANNON JENNINGS	2015 Lexus ES 350 Base 4D Sedan	81	Loan → Loan ▼ \$219.73	\$1,118.99	89,421	
ERIC ALLOWAY	2011 Lexus ES 350 Base 4D Sedan	80	Loan → Loan ▼ \$198.80	\$775.00	79,769	
ACE WAGNER	2010 Lexus RX 450h Hybrid 4D SUV/AWD	80	Loan → Loan ▼ \$159.86	\$682.53	92,444	
SCOTT TRAVERS			Loan → Loan ▼ \$593.50			

Enhanced Customer Experience

Allow sales staff to personalize options for individual customers with the Custom Quote feature

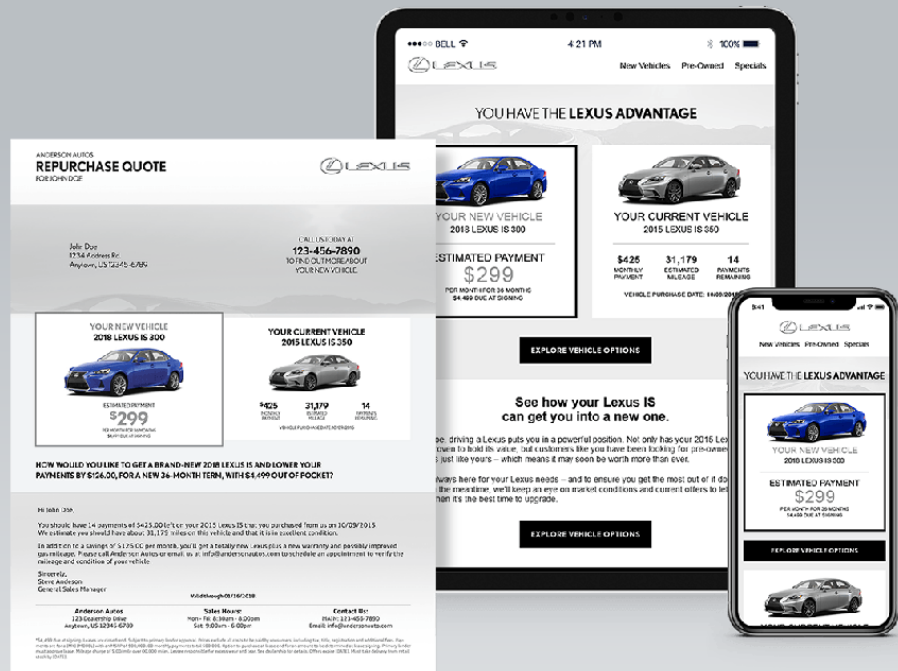
Enable customers to access a personalized trade-up portal where they can swap inventory, change payment options, and contact the salesperson regarding their offer

Increase customer engagement with attention-grabbing templates via optional Essentials integration



Quote Express

Effortlessly drive more sales with Quote Express. Built entirely on automation, Quote Express is a lighter version of Quote that enables you to engage your owner base and service customers with upgrade communications and a personalized web portal.



Add-On Products:

Conquest™ Prospect Marketing

Marketing is about sending the right message to the right people at the right time. With Conquest, our proprietary platform makes sure your prospects get the most relevant communications to keep your costs low and your traffic high.

+ Analytics™ Insightful Research



REQUEST MORE INFORMATION



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XRM

Fully integrated CRM solution

ESSENTIALS™

Targeted, multi-channel customer marketing

NEWSLETTER™

One-to-one targeted customer communications

DIRECT MAIL™

Response-driven print mail marketing

CALL CENTER™

Proprietary voice solutions for sales and service

TRADE-IN VALET™

Online appraisal and guaranteed upgrade offers



Integrations

Take advantage of strategic integrations through 700Credit™, vAuto®, HomeNet, Advent Automotive, CARFAX®, and more. Contact us today for a full list.



Onboarding

With a team of professional installers, subject matter experts, and trainers available at your demand, we work directly with your shop to set you up for continued growth.

Insights



Blog | September 10, 2019

4 tips for securing more previously declined repairs



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Why your dealership needs video marketing



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How AI Can Boost Your Facebook Marketing Efforts



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Testimonials

Here's what our customers have to say...

If I need to, I can make modifications to tomorrow's schedule to better balance appointments. And if on Friday we have a slot with only one vehicle, I can see that and send off an advisor to work on something else.



Affinitiv is now powered by AutoLoop technology to deliver the advanced sales, service, and engagement support needed to build brand loyalty, optimize the 360° customer experience, and drive revenue.

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